



# SELLING

# AIR



Scan to review worksheet

Expemo code:  
14C2-USAE-F95



## 1 Warm up

What is smog? Does your country have a problem with smog?

## 2 Key vocabulary

Complete the definitions below.

alert

exploit

on sale

sells out

shipment

shuts down

1. If something \_\_\_\_\_, there is no more of that thing to buy.
2. If you \_\_\_\_\_ a situation, you get an advantage (e.g. money) from it, often in an unfair way.
3. If a business \_\_\_\_\_, it stops operating.
4. If a product goes \_\_\_\_\_, it's available to buy.
5. If you are \_\_\_\_\_, you are quick to notice and react to things around you.
6. A \_\_\_\_\_ is a large amount of goods sent together to a place.

## 3 Find the information

You are going to read an article about a product developed by a Canadian company, which is selling really well in the Chinese market. Find the answers to the questions below in the text on the next page.

1. What is Vitality Air's product?
2. How much does it cost?
3. When did China declare a red alert in Beijing?
4. How many bottles were in Vitality Air's first shipment?





## Canadian company Vitality Air sells out of air as smog levels worsen

by Loulla-Mae Eleftheriou-Smith, 15 December, 2015

1. China's pollution problems continue, but a Canadian company has used the crisis to make some money. The firm is selling bottles of fresh mountain air to people for up to \$28 each.
2. China declared a red alert in Beijing in December 2015 because of its dangerous pollution levels. This caused the capital to shut down schools and construction sites for a period of time, and the authorities tried to take a percentage of the city's cars off the road. They also told people to stay indoors.
3. Shanghai also saw its own smog problem reach its highest level since January 2015. Schools were asked to ban outdoor activities and factory work was restricted.
4. But sales of Vitality Air - bottles of fresh mountain air from Banff and Lake Louise, Canada - have increased dramatically in China. A single bottle of the company's "premium oxygen" costs \$27.99 while a bottle of its Banff air costs up to \$23.99.
5. Harrison Wang, Vitality Air's China representative, said that as soon as the bottles went on sale in Taobao, a Chinese website similar to eBay for online shopping, they "sold out almost instantly".
6. The company started marketing the product in China less than two months ago, but now that the first shipment of 500 bottles is sold out, another of 700 bottles is on its way.
7. Mr Wang said the company sees pollution as an issue in China "and we want to give people the opportunity to inject a little bit of fresh air into their daily lives".
8. Vitality Air says it can help with "hangovers, alertness and working out," and it markets itself as "your solution to pollution".
9. But Vitality Air is not the only business that is exploiting China's pollution problem — a restaurant in Zhangjiagang city recently started charging patrons for fresh air, after owners bought air filtration machines for the establishment and added an extra charge to people's bills for the operation costs.

### 4

### Checking understanding

Answers the questions below.

1. What problem is Vitality Air exploiting?
2. Why did China declare a red alert in 2015?
3. What limitations were there in Shanghai?
4. What happened when Vitality Air products went on sale on a Chinese website?
5. What are the benefits of Vitality Air?
6. How are restaurants exploiting China's pollution problem?



5

Synonyms

Read the text and find a synonym for ...

1. forbid (P.3) \_\_\_\_\_
2. limited (P.3) \_\_\_\_\_
3. problem (P.7) \_\_\_\_\_
4. customers (P.9) \_\_\_\_\_
5. payment (P.9) \_\_\_\_\_
6. place of business (P.9) \_\_\_\_\_

Now choose five of these synonyms and create your own sentence for each.

6

Talking point

Discuss any of the following questions

1. Do you think Vitality Air could become a successful business?
2. Can you think of other businesses that have exploited difficult situations?

7

Grammar - Infinitive clauses I

An infinitive clause is part of a sentence with a verb in the infinitive form. We form negative infinitives with 'not to' + verb.

We often use infinitive clauses after certain verbs. Study the structures and examples from the article.

Structure/Type	Examples
verb + infinitive or verb + object + infinitive (after verbs such as <i>advise, allow, ask, cause, expect, force, get, hate, like, love, invite, need, pay, persuade, tell, try, want</i> )	This <b>caused the capital to shut down</b> schools and construction sites. The authorities <b>tried to take</b> a percentage of the city's cars off the road. They also <b>told people to stay</b> indoors. Schools <b>were asked to ban</b> outdoor activities.





## 8

## Practice 1

Complete each sentence using one of the clauses below.

not to be late

to call you

to send him a financial report

to be at work

to deliver the goods

to smoke on board

to buy snow

to pay by credit card

to stay at his hotel

1. Jurgen is such a good salesman. He could persuade an Eskimo \_\_\_\_\_.
2. The meeting starts at 6pm sharp. I advise you \_\_\_\_\_.
3. I expected Jane \_\_\_\_\_, so I was surprised that her office was empty.
4. I tried \_\_\_\_\_, but your phone was off.
5. We are still waiting for our order. We paid you \_\_\_\_\_ by Wednesday.
6. I wanted \_\_\_\_\_, but they only accepted cash.
7. The director asked his accountant \_\_\_\_\_.
8. The airline doesn't allow passengers \_\_\_\_\_.
9. Mr Cruz invited us \_\_\_\_\_ during our visit to Spain.

## 9

## Grammar - Infinitive clauses II

We often use infinitive clauses after certain nouns and in other structures. The infinitive form is sometimes without 'to'. Study the structures and examples from the article.

Structure/Type	Examples
noun + infinitive (after nouns such as <i>ability, need, wish, attempt, failure, opportunity, chance, intention, way</i> )	... <b>the opportunity to inject</b> a little bit of fresh air ...
Infinitive clauses that explain 'why' we do something	A Canadian company has used the crisis <b>to make some money</b> .
verb + object + infinitive without 'to' (after the verbs <i>help, let, make, watch, see, hear, have</i> )	Shanghai also <b>saw its own smog problem reach</b> its highest level since January 2015.





## 10

## Practice 2

Make complete sentences like in the example.

1. It's normal to work every day . (it/be/normal/work/every day)
2. .... (I/can/show/you/best way/do/this task)
3. I sent you an important document. .... (you/have/chance/read/it ?)
4. Mike is not at work right now. .... (I/see/him/leave/the building)
5. Karl is not in a good mood. ....  
..... (he/be/disappointed by/his failure/get/a promotion)
6. I'm sorry, I couldn't meet you yesterday evening. ....  
..... (the boss/make/us/stay at work/late)
7. .... (I/leave/early/avoid/the traffic) But I still arrived late!
8. I always know what's going on in the office. ....  
..... (I/use/email/keep in touch/with/everybody)

## 11

## Practice 3

Complete the sentences below with an infinitive clause or object + infinitive clause. Try to make true sentences about you.

1. I asked .....
2. I saw .....
3. I couldn't hear .....
4. I had the chance .....
5. I missed the opportunity .....
6. I persuaded .....
7. I was invited .....
8. I told .....

